

Introduction

The Council website is both a vital communications tool and a key transaction point for residents and businesses.

The website is being updated in 2022-23 to bring it up to date in terms of design and functionality.

Allowing advertising on the Middlesbrough Council website would open up an income stream for the Council.

The Council's website is important from a reputational point of view. It is with this in mind that great care needs to be taken over the issue of advertising. This policy outlines the main points that would be considered when making decisions regarding the types and formats of advertising permitted.

Categories of advertising

The Council would not accept inappropriate advertising.

The following are examples of categories which would not be permitted across the entire site:

- Political
- Adult content
- Gambling
- Alcohol
- Fast food
- Payday loans.

In addition, certain sections of the website would have their own sensitivities in relation to what type of advertising was suitable.

The Marketing and Communications team would discuss any issues with individual directorates.

Social value principles

When making decisions relating to the types of advertising that would be permitted the Council will also consider the economic, social and environmental wellbeing effect on the local area. To this end, the Council will promote the opportunities to local businesses.

Advertising frequency and formats

The Council would control the number of advertising slots that were sold per page. This would prevent an overexposure to advertising.

Consideration would also be given to the location of adverts on the website.

The Council would work with page designers to ensure adverts were placed sensitively so users aren't distracted or stopped from carrying out their online task.

Review

This policy will be reviewed every three years or when legislation changes dictate it is no longer fit for purpose.

Andrew Glover, head of marketing and communications
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